AMENDMENTS TO THE CLAIMS:

This listing of claims replaces all prior versions and listings of claims in the application.

LISTING OF CLAIMS:

1. (Currently Amended) A computer-implemented method comprising:

~~enumerating plausible~~ obtaining a query for ~~queries of~~ a ~~target~~ database using one or more query generation rules, the database comprising elements, the elements comprising fields, the one or more query generation rules obtaining the query by incorporating, into the query, a selected element of the database and a selected field in the selected element; and

generating a teaser that corresponds to the query, the teaser comprising a textual description that includes at least one of the selected element and the selected field ~~associated teasers for each of the enumerated queries using query matching rules~~.

2. (Currently Amended) The computer-implemented method of claim 1, further comprising storing the query and the teaser ~~enumerated queries and their associated teasers~~ in a lookup table, the query and the teaser so stored comprising a stored query and a stored teaser, respectively.

3. (Currently Amended) The computer-implemented method of claim 2, further comprising:

receiving ~~a user~~ an input query ~~of~~ for the ~~target~~ database;

determining whether the ~~user~~ input query matches the stored ~~an enumerated~~ query ~~in the lookup table~~; and

displaying the stored teaser ~~associated~~ if the input query matches the stored query ~~with the enumerated query in response to determining~~.

4. (Currently Amended) The computer-implemented method of claim 1, wherein the one or more query generation rules are domain specific, the domain corresponding to a subject matter of the database.

5. (Currently Amended) The computer-implemented method of claim 1, wherein the teaser is generated using one or more query matching rules, the one or more query matching rules ~~are~~ being domain specific, the domain corresponding to a subject matter of the database.

6. (Currently Amended) The computer-implemented method of claim ~~1~~ 3, wherein, if the input query matches plural stored queries, the method ~~generating~~ further comprises ~~implementing~~ executing a conflict resolution rule to identify a teaser for display ~~conflict resolution rules~~.

7. (Currently Amended) The computer-implemented method of claim 1, wherein the ~~target~~ database resides on a server connected to the Internet.

8. (Currently Amended) ~~A computer program stored on a computer-readable medium, the computer program comprising~~ One or more machine-readable media that contain instructions that are executable to cause one or more processing devices ~~a computer~~ to:

~~enumerate plausible~~ obtain a query for ~~queries of~~ a ~~target~~ database using one or more query generation rules, the database comprising elements, the elements comprising fields, the one or more query generation rules obtaining the query by incorporating, into the query, a selected element of the database and a selected field in the selected element; and

generate a teaser for the query, the teaser comprising a textual description that includes at least one of the selected element and the selected field ~~associated teasers for each of the enumerated queries using query matching rules~~.

9 to 15. (Cancelled)

16. (Currently Amended) A computer-implemented method comprising ~~comprises~~:

~~pre-processing a target database~~ generating, from a database, queries and teasers that correspond to the queries, the database comprising elements, the elements comprising fields, at least one of the queries comprising a selected element of the database and a selected field in the selected element, and at least one of the teasers comprising a textual description that includes at least one of a selected element and a selected field for a corresponding query;

storing the queries and teasers, wherein corresponding queries and teasers are stored in association, and wherein queries and teasers so stored comprise stored queries and stored teasers,

respectively ~~building a mapping from selected queries to associated teasers for the target database~~;

receiving ~~a user~~ an input query for the target database; ~~and~~

identifying a stored query that corresponds to the input query; and

outputting a stored teaser corresponding to the stored query that corresponds to the input query ~~returning an associated teaser if the user query matches one of the selected queries~~.

17. (Currently Amended) The computer-implemented method of claim 16, wherein: ~~pre-processing comprises:~~

~~identifying selected queries in conjunction~~ the queries are generated in accordance with one or more query-generation rules; and

~~generating an associated teaser for each of the selected queries in conjunction~~ the teasers are generated in accordance with one or more query-matching rules.

18. (Cancelled)

19. (Currently Amended) The computer-implemented method of claim ~~18~~ 16, wherein ~~storing comprises placing each of the selected queries with associated teaser in a trie~~ the stored queries and the stored teasers are associated via a tree-like data structure.

20. (Currently Amended) The computer-implemented method of claim ~~18~~ 16, wherein ~~storing comprises placing each of the selected queries with associated teaser in~~ the stored queries and the stored teasers are associated via a hash table.

21. (Currently Amended) The computer-implemented method of claim 16, wherein ~~storing comprises placing each of the selected queries with associated teaser~~ the stored queries and the stored teasers are stored in a cache.

22. (Currently Amended) The computer-implemented method of claim ~~18~~ 16, wherein ~~storing comprises placing each of the selected queries with associated teaser~~ the stored queries and the stored teasers are stored in a lookup table.

23. (Currently Amended) The computer-implemented method of claim 16, further comprising displaying the ~~associated~~ stored teaser upon output.

24 and 25. (Cancelled)

26. (Currently Amended) ~~A computer program stored on a computer-readable medium, the computer program comprising~~ One or more machine-readable media that contain instructions ~~that~~ that are executable to cause ~~a computer~~ one or more processing devices to:

~~pre-process a target database~~ generate, from a database, queries and teasers that correspond to the queries, the database comprising elements, the elements comprising fields, at least one of the queries comprising a selected element of the database and a selected field in the selected element, and at least one of the teasers comprising a textual description that includes at least one of a selected element and a selected field for a corresponding query;

store the queries and teasers, wherein corresponding queries and teasers are stored in association, and wherein queries and teasers so stored comprise stored queries and stored teasers, respectively ~~build a mapping from selected queries to associated teasers for the target database~~;

receive ~~a user~~ an input query for the target database; ~~and~~

identify a stored query that corresponds to the input query; and

output a stored teaser corresponding to the stored query that corresponds to the input query ~~return an associated teaser if the user query matches one of the selected queries~~.

27. (Currently Amended) An apparatus comprising:

[[a]] memory that stores ~~executable~~ instructions that are executable; and

~~a processor~~ one or more processing devices configured to execute ~~that executes~~ the instructions to:

~~pre-process a target database~~ generate, from a database, queries and teasers that correspond to the queries, the database comprising elements, the elements comprising fields, at least one of the queries comprising a selected element of the database and a selected field in the selected element, and at least

one of the teasers comprising a textual description that includes at least one of a selected element and a selected field for a corresponding query;

store the queries and teasers, wherein corresponding queries and teasers are stored in association, and wherein queries and teasers so stored comprise stored queries and stored teasers, respectively ~~build a mapping from selected queries to associated teasers for the target database~~;

receive ~~a user~~ an input query for the target database;

identify a stored query that corresponds to the input query; and

output a stored teaser corresponding to the stored query that corresponds to the input query ~~return an associated teaser if the user query matches one of the selected queries; and~~

~~display the associated teaser to the user~~.

28. (Currently Amended) An apparatus comprising:

[[a]] memory that stores ~~executable~~ instructions that are executable; and

~~a processor~~ one or more processing devices configured to execute ~~that executes~~ the instructions to:

~~enumerate plausible~~ obtain a query for ~~queries of~~ a ~~target~~ database using one or more query generation rules, the database comprising elements, the elements comprising fields, the one or more query generation rules obtaining the

query by incorporating, into the query, a selected element of the database and a selected field in the selected element; and

generate a teaser for the query, the teaser comprising a textual description that includes at least one of the selected element and the selected field ~~associated teasers for each of the enumerated queries using query matching rules~~.